

### **ABSTRACT OF THE DISCLOSURE**

A liquid crystal display is provided, which includes: a liquid crystal panel including a plurality of pixels including switching elements, a plurality of gate lines for transmitting gate signals to the switching elements, and a plurality of data lines for transmitting data voltages to the pixels; a data driver including a plurality of data driving ICs connected to respective sets of the data lines, receiving image data, and applying the data voltages corresponding to the image data to the data lines; and a gate driver applying the gate voltages to the gate lines, wherein the data driving ICs are supplied with a ground voltage and a supply voltage and voltage levels of the image data swing with reference to a reference voltage lower than the supply voltage.